

AQUASUR

FOR A BLUE TRANSFORMATION

2024

Post show

REPORTE DE CIERRE

Closing Report

ORGANIZA/MADE BY



RESUMEN PRINCIPALES RESULTADOS

Overview principal results

480

EXPOSITORES

Exhibitors

+80% vs 2022

1.800

MARCAS

Brands

22.738

VISITAS
PROFESIONALES

Professional Visits

+97% vs 2022

17.000m²

SUPERFICIE TOTAL

Sqm total surface

+50% vs 2022

7.500m²

EXHIBICIÓN

Sqm Exhibition

+62% vs 2022

19

PAÍSES
PARTICIPANTES

Participating
countries

3.751

DELEGADOS
INTERNACIONALES

International
delegates

MUSD\$ 250

PROYECCIÓN DE NEGOCIOS

Business projection

MUSD\$12

INGRESOS REGIONALES

Regional income

4.200

EMPLEOS

Employments



1.

EXPOSITORES

Exhibitors

Fuente: Encuesta de satisfacción 2024. / Source: Satisfaction survey 2024.

PERFIL DEL EXPOSITOR

Exhibitor Profile

27%

**Gerente Comercial;
Administración,
Finanzas, Ventas**

Commercial Managers;
Administration, Finance,
Sales



14,45%

**Ejecutivo Comercial;
Ventas; Negocios**

Commercial Executive;
Sales; Business



15,39%

**Otros (Supervisor,
Coordinador, Analista,
Consultor)**

Other (Supervisor, Coordinator,
Analyst, Consultant)

13,46%

**Jefes de Área; Desarrollo;
Mkg; Comercial;
Adquisiciones**

Area Managers;
Development; Mkg;
Commercial; Procurement

8,85%

**Técnicos y Asistentes;
Operaciones;
Laboratorio.**

Technicians &
Assistants; Operations;
Laboratory.



14,06%

**Director; Socio;
Representante; Subgerente**

CEO; Partner; Representative;
Deputy Manager

6,79%

**Ingeniero Proyectos;
Eléctrico; Mecánico**

Project Engineer; Electrical;
Mechanical

19

Países/Countries

**Argentina, Brasil, Canadá,
Chile, China, Corea (RPD),
Dinamarca, España, Estados
Unidos, Francia, India, Italia,
Malasia, México, Noruega,
Países Bajos, Portugal, Reino
Unido, Turquía**

Argentina, Brazil, Canada,
Chile, China, Denmark, France,
India, Italy, Korea (ROK),
Malaysia, Mexico, Norway,
Portugal, Spain, The
Netherlands, Turkey, UK, USA

15,79%

Dar a conocer la empresa

To introduce the company

14,21%

Promover nuevos productos y/o servicios

Promote new products and/or services

28,42%

Buscar clientes nuevos en el mercado.

Search for new customers in the market.

11,05%

Aumentar ventas
Increase sales

7,37%

Dar a conocer la marca
To introduce the brand

23,16%

Prospectar el mercado; Mantención de clientes, entre otros

Prospecting the market; Customer maintenance, among others

PRINCIPAL OBJETIVO DE PARTICIPACIÓN
Main participation objective

SATISFACCIÓN DE LOS EXPOSITORES RESPECTO A LA ORGANIZACIÓN

Exhibitors' satisfaction related to the organization

Atención recibida previa a la feria.

Attention received before the fair.

71,58%

Nota 5, excelente.
Excellent 5-point qualification.

14,21%

Nota 3 a 4.
3 to 4-point qualification.

14,21%

Nota 1, 2 o "No aplica".
1, 2-point qualification or "Not applied".

Atención recibida durante la feria.

Attention received during the fair.

49,48%

Nota 4 a 5, excelente.
Excellent 4 to 5-point qualification.

23,68%

Nota 3.
3-point qualification.

26,84%

Nota 1, 2 o "No aplica".
1, 2-point qualification or "Not applied".

Condiciones del nuevo recinto ferial (infraestructura).

New fairground conditions (infrastructure).

43,15%

Nota 4 a 5, excelente.
Excellent 4 to 5-point qualification.

20,53%

Nota 3.
3-point qualification.

36,32%

Nota 1, 2 o "No aplica".
1, 2-point qualification or "Not applied".

> 79% De los expositores recibió información del nuevo recinto.
The exhibitors received information about the new site.

Buses de acercamiento.

Shuttle service.

11,58%

Nota 4 a 5, excelente.
Excellent 4 to 5-point qualification.

14,74%

Nota 3.
3-point qualification.

35,25%

Nota 1, 2 o "No aplica".
1, 2-point qualification or "Not applied".

> 73% De los expositores sí tuvo información del servicio.
The exhibitors did have information about the service.

> 33% De los colaboradores usó el servicio para asistir a la feria.
The employees used the service to attend the fair.

SATISFACCIÓN DE LOS EXPOSITORES RESPECTO A LA ORGANIZACIÓN

Exhibitors' satisfaction related to the Organization

CANTIDAD
de visitantes a la feria
Number of visitors to the fair

64,21%

Nota 5, excelente
Excellent 5-point qualification

34,74%

Nota 3 a 4
3 to 4-point qualification

5,27%

Nota 1, 2 o "No aplica"
1, 2-point qualification or
"Not applied"

CALIDAD
del visitante
Visitor quality

78,95%

Nota 4 a 5, excelente
Excellent 4 to 5-point qualification

15,79%

Nota 3
3-point qualification

5,26%

Nota 1, 2 o "No aplica"
1, 2-point qualification or
"Not applied"





[**61,58%**]

**Concretó y/o estableció
tratativas de negocios**

Closed and/or established
business dealings

Expositores: Cierre de negocios inmediatos

Exhibitors: Immediate business closing

OPORTUNIDADES Y
PROYECCIÓN DE NEGOCIOS
Opportunities and business
projection

33,16%

Amplió su red de contactos

Expanded its network of contacts

67,32%

**De los expositores calificó con nota 4 y 5 las
oportunidades de negocios generadas en la feria**

Exhibitors qualified the business opportunities
generated at the fair with a score of 4 and 5

PARTICIPACIÓN EN LA VERSIÓN

Participation in the next version

AQUASUR 2026

47,38%

De los expositores participará con igual o mayor presencia.
Of the exhibitors will participate with equal or larger presence.

49,47%

Evaluará su participación
Will evaluate its participation

3,16%

No participará
Will not participate



2.

VISITANTES

Visitors

Fuente: Encuesta de satisfacción 2024. / Source: Satisfaction survey 2024.

PERFIL DEL VISITANTE

Visitor Profile

21,98%

Ejecutivo comercial;
Administrativo;
Asistente
Sales executive;
Administrative; Assistant

17,27%

Dueño; Socio; Director;
Presidente; CEO
Owner; Partner; Director;
President; CEO



15,85%

Gerente; Sub gerente
Manager; Deputy
Manager



15,07%

Jefe de área
Head of area



14,33%

Supervisor; Técnico
especialidad
Supervisor; Specialty
Technician

15,5%

Otros (Académico,
Estudiante, Coordinador,
Contratista, FFAA)
Others (Academic,
Student, Coordinator,
Contractor, AA.FF)

PERFIL DEL VISITANTE

Visitor Profile

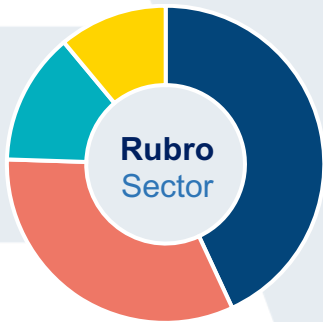
87,63%

Proviene de la zona sur desde región del Biobío a Magallanes

It comes from the south of Chile

39

Países nos visitaron
Countries visited us



43%
Fabricantes / Manufacturer

32%
Comercializador / Marketer

13%
Representante / Representative

11%
Distribuidor / Distributor

Departamento o división Department or division

31%

Comercial
Commercial

11%

Abastecimiento
Supply

10%

Gerencia General
General Management

9%

Administración
Administration

6%

Planificación y
Control de gestión
Planning and
Management Control

6%

Producción en
agua dulce
Freshwater
production

6%

Producción en
agua de mar
Seawater
production

5%

Farming

16%

Otros
Other

28,01%

**Visualizar nuevas
oportunidades de negocios**

Visualizing new business
opportunities

23,23%

**Buscar proveedores para
la empresa**

Find suppliers for the
company

48,76%

**Conocer la oferta presente en la
feria y las nuevas tendencias de
la industria**

To know the offer present at the fair
and the new trends in the industry

**PRINCIPALES OBJETIVOS
DE VISITARNOS**
Main target to visit us

SATISFACCIÓN DE LOS VISITANTES RESPECTO DE LA ORGANIZACIÓN

Satisfaction of Visitors related to the Organization

Satisfacción con la organización en general.

Satisfaction with the organization in general.

54,43%

Nota 4 a 5, excelente
Excellent 4 to 5-point qualification

24,11%

Nota 3, muy buena
Very satisfactory 3-point qualification

21,28%

Nota 1, 2 o "No aplica"
1, 2-point qualification or "Not applied"

Información general recibida previo la feria.

General information received before the fair.

67,91%

Nota 4 a 5, excelente.
Excellent 4 to 5-point qualification

19,50%

Nota 3, muy buena
Very satisfactory 3-point qualification

12,59%

Nota 1, 2 o "No aplica"
1, 2-point qualification or "Not applied"

Acceso al registro o compra de tickets.

Access to registration or ticket sales.

82,44%

Nota 4 a 5, excelente
Excellent 4 to 5-point qualification

6,38%

Nota 3, muy buena
Very satisfactory 3-point qualification

11,16%

Nota 1, 2 o "No aplica"
1, 2-point qualification or "Not applied"

Buses de acercamiento.

Shuttle service.

18,44%

Nota 4 a 5, excelente
Excellent 4 to 5-point qualification

23,59%

Nota 1 a 3, muy buena/buena
Satisfactory 1 to 3-point qualification

57,98%

"No aplica"
"Not applied"

> 72% De los visitantes sí tuvo información del servicio.
The visitors did have information about the service.

> Solo el 30% de los encuestados hizo uso del servicio.
Only 30% of the surveyed made use of the service.

¡Por mejorar siempre!
To improve!

De los servicios ofrecidos en
AQUASUR 2024 (accesos,
alimentación, otros).

Services offered at AQUASUR
2024 (access, food, others).

50%

Participaría como expositor
en **AQUASUR 2026**

Will participate as an exhibitor
at **AQUASUR 2026**

89%

Recomendaría visitar la
próxima **AQUASUR 2026**

Would recommend visiting
the next version



excellent!

76,24%

Nota 4 a 5
4 to 5-point qualification

18,26%

Nota 3
3-point qualification

5,5%

Nota 1, 2 o "No aplica"
1, 2-point qualification or
"Not applied"

**CALIDAD DE LOS
EXPOSITORES**
Exhibitors' quality

great!

67,73%

Nota 4 a 5
4 to 5-point qualification

17,91%

Nota 3
3-point qualification

14,36%

Nota 1, 2 o "No aplica"
1, 2-point qualification or
"Not applied"

**DISTRIBUCIÓN DE
LA FERIA (LAYOUT)**
Fair layout

2.314

Asistentes
Attendance

Temáticas y relatores
Topics and speakers

41,14%

Nota 4 a 5
4 to 5-point qualification

11,70%

Nota 3
3-point qualification

2,3%

Nota 1, 2 o "No aplica"
1, 2-point qualification or
"Not applied"

**CONGRESO
INTERNACIONAL**
International
Congress

REPORTE DE MEDIOS

Media report



\$387.932.924

**Total equivalencia
publicitaria**

Total advertising
equivalence (CLP)



**Cobertura de prensa en
medios nacionales,
regionales e internacionales.**

Press coverage in national,
regional and international
media.

468

**Menciones en 73
medios**

Mentions in 73
media

92%

Menciones en medios online

Mentions in online media



100%

Notas positivas

Positive notes

MAIN SPONSOR



AUSPICIADOR RECINTO FERIAL
FAIRGROUND SPONSOR



TERMINALES
MARÍTIMOS
DE LA PATAGONIA

INVITAN
INVITE



MAERSK



Lipigas.



SOCIO ESTRATÉGICO
STRATEGIC PARTNER



LÍNEA AÉREA NACIONAL
NATIONAL AIRLINE



AUSPICIOS NOCHE AQUASUR
AQUASUR RECEPTION SPONSORSHIPS



EXHIBICIÓN MARÍTIMA
MARITIME EXHIBITION



AUSPICIOS SOCIALES
SOCIAL SPONSORSHIPS



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THEMATIC BLOCK CONGRESS SPONSORSHIPS



COLABORAN
COLLABORATORS



PATROCINAN
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MEIOS OFICIALES
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MEDIOS ESPECIALIZADOS
SPECIALIZED MEDIA



MEDIA PAARTNERS



Save the date!

Marzo/March, Puerto Montt - Chile

AQUASUR

2026

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ORGANIZA/MADE BY

